

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM353427

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
INSTANTWHIP FOODS, INC.		08/31/2015	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	RICH PRODUCTS CORPORATION		
Street Address:	ONE ROBERT RICH WAY		
City:	BUFFALO		
State/Country:	NEW YORK		
Postal Code:	14213		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3743497	GOURMET WHIP	
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	216-363-9000		
Email:	uspto@faysharpe.com		
Correspondent Name:	FAY SHARPE LLP		
Address Line 1:	1228 Euclid Avenue		
Address Line 4:	Cleveland, OHIO 44115		
ATTORNEY DOCKET NUMBER:	RICH 500022US01		
NAME OF SUBMITTER:	Brian E. Turung		
SIGNATURE:	/bet/		
DATE SIGNED:	09/01/2015		
Total Attachments: 1			
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OP \$40.00 3743497

TRADEMARK ASSIGNMENT

WHEREAS, Instantwhip Foods, Inc., a corporation of the State of Delaware, having a place of business at One Robert Rich Way, Buffalo, New York 14213 owns all rights, title and interest in and to the trademark, trademark registrations, and all common law and state law trademark rights in U.S. Trademark Registration No. 3,743,497 (GOURMET WHIP), and that said Mark is unencumbered and not licensed to any other party;

WHEREAS, Rich Products Corporation, a corporation of the State of Delaware, having a place of business at One Robert Rich Way, Buffalo, New York 14213 (hereinafter "Assignee"), is desirous of acquiring said Mark;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does hereby assign, transfer, convey and quitclaim unto said Assignee all right, title and interest in and to said Mark, the registration of said Mark, and all common law and state law trademark rights in and to said Mark, together with the goodwill of the business symbolized by said Mark, and all rights of action and recovery for past infringements of said Mark, and in, to and under any and all renewals and other extensions of said Mark.

INSTANTWHIP FOODS, INC

Signature: [Handwritten Signature]
Name: WILLIAM E. GRIESHOBER, JR.

State of New York)
) ss:
County of Erie)

On this 31st day of August, 2015 before me personally came William E. Grieshaber, Jr., to me known to be the individual described in and who executed the foregoing instrument, and acknowledged execution of the same.

[Handwritten Signature]
Notary Public

Seal

ERICA R. FRANK
NOTARY PUBLIC-STATE OF NEW YORK
No. 01FR6117391
Qualified in Erie County
My Commission Expires 12/31/2016
TRADEMARK